



# THE NEW ADULT IN THE LIBRARY

What They Want, and What Libraries Can Offer

**Presented by :**  
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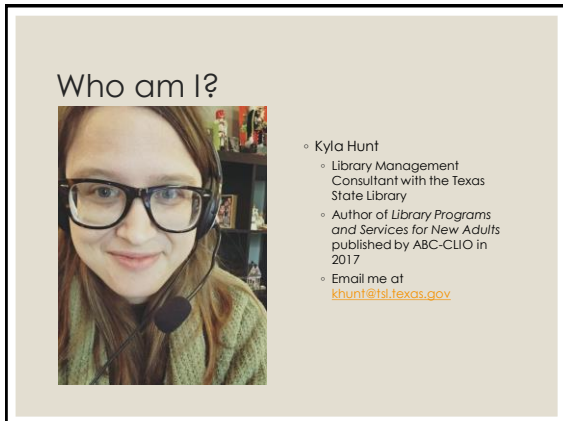
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## Who am I?



- Kyla Hunt
  - Library Management Consultant with the Texas State Library
  - Author of *Library Programs and Services for New Adults* published by ABC-CLIO in 2017
  - Email me at [khunt@tsl.texas.gov](mailto:khunt@tsl.texas.gov)

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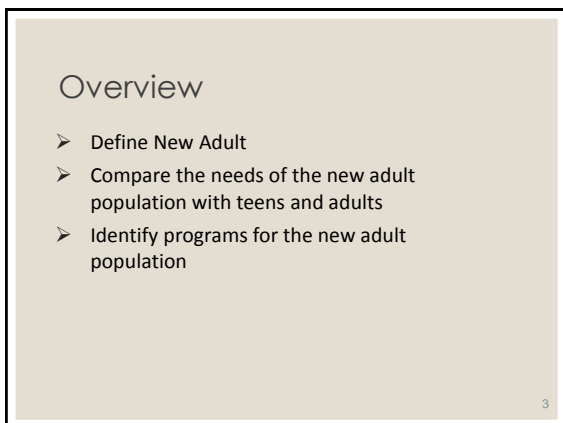
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## Overview

- Define New Adult
- Compare the needs of the new adult population with teens and adults
- Identify programs for the new adult population

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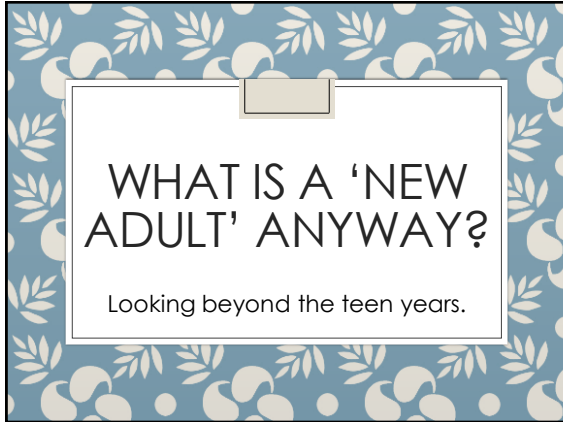
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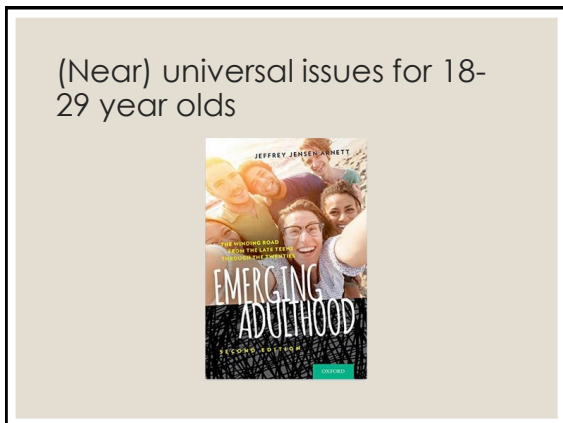
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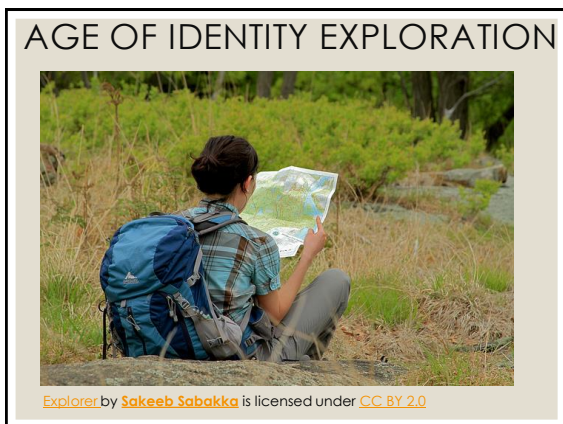
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## AGE OF INSTABILITY.



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## AGE OF SELF-FOCUS.



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## AGE OF FEELING IN BETWEEN.



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## AGE OF POSSIBILITIES.



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What is the difference between a teen and a new adult?

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Are today's new adults different?

Financial Assistance From Family by Age (% Regularly Receive Assistance)		
Age Group	% Receive Assistance	
18-34		19%
35-49		6
50-64		4

Source: Pew Research, March 2012

Young Adults Staying Close to Home (Because of Economy)		
Age Group	% Living With Parents	
All young adults		39%
18-24		53
25-29		41
30-34		17

Source: Pew Research, March 2012

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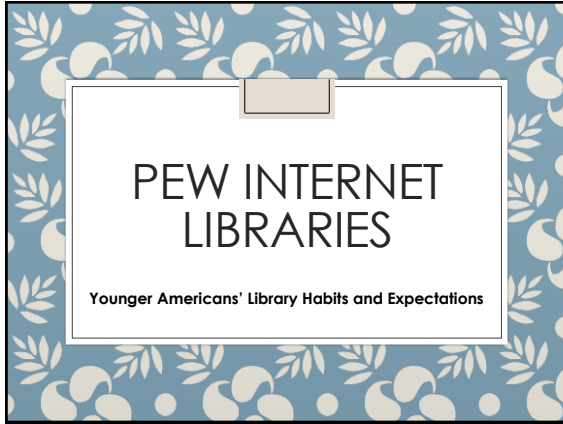
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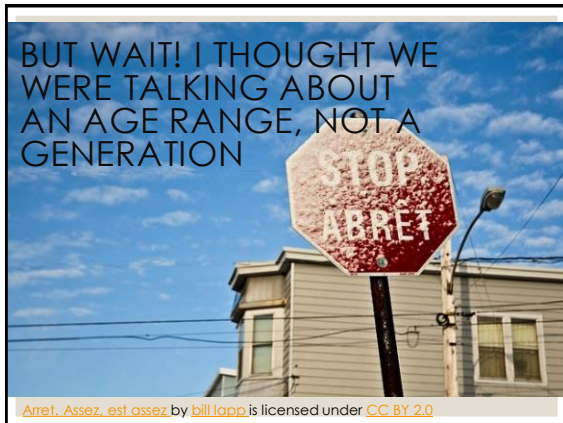
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## Pew report from June 2017

- "Millennials are the most likely generation of Americans to use public libraries"
- This defines Millennials as ages 18-35 – our current new adults!
- <http://www.pewresearch.org/fact-tank/2017/06/21/millennials-are-the-most-likely-generation-of-americans-to-use-public-libraries/>

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## Accessing the library

- "About half of U.S. Millennials have visited a public library or bookmobile in the past year" (in 2016)
- 53% of Millennials, versus 45% of Gen X, 43% of Baby Boomers, and 36% of the Silent Generation



[Library Door](#) by Abigail Elder  
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## Virtual visits

- 41% of Millennials have visited a public library website versus 33% of Gen Xers, 24% of Boomers and 11% of the Silent Generation (in 2016)

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## Let's look closer

- Women use libraries more than men (54% vs. 39%)
- College graduates use the library more than those with only a high school diploma (56% vs 24%)
- Parents of minors are more likely to use the library than those without children (54% vs 43%)

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## New adults like paper books too!

- Younger Americans under age 30 are now significantly more likely than older adults to have read a book in print in the past year (75% of all Americans ages 16-29 say this, compared with 64% of those ages 30 and older).



<http://www.pewinternet.org/2016/09/09/libraries-2016/>

Reading by [Sebastien Wiertz](#) is licensed under [CC BY 2.0](#)

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## Need to sit

- Additionally, younger patrons are significantly more likely than older library visitors to use the library as a space to sit and read, study, or consume media.
- Most younger Americans say that libraries should have completely separate locations or spaces for different services, such as children's services, computer labs, reading spaces, and meeting rooms.



Sit by [John Loo](#) is licensed under [CC BY 2.0](#)

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## Belief in the technology needs of the community

- 97% of Americans under age 30 say it is important for libraries to provide free computer and internet access to the community.
- 75% say it is "very important."



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## What is very important?

- 80% of Americans under age 30 say it is "very important" for libraries to have **librarians to help people find information they need**
- 76% say it is "very important" for libraries to offer **research resources such as free databases**
- 75% say **free access to computers and the internet** is "very important" for libraries to have
- 75% say it is "very important" for libraries to offer **books for people to borrow**
- 72% say **quiet study spaces** are "very important"
- 72% say **programs and classes for children and teens** are "very important" for libraries to have
- 71% say it is "very important" for libraries to offer **job or career resources**

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## Libraries not as important to their lives

- **However**, even as young patrons are enthusiastic users of libraries, they are not as likely to see it as a valuable asset in their lives. Even though 16-17 year-olds rival 30-49 year-olds as the age groups most likely to have used a library in the past year, those in this.. age group are less likely to say that libraries are important to them and their families.

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Consider separate, quiet spaces

Investigate getting an app for your library

Invest in ebooks, but keep the paper books around

Look at your hours

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HOW TO REACH  
THEM?

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## Partners and internal library advocates



A New Partnership by USFS Region 5 is licensed under CC BY 2.0

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## Provide the spaces they need



<https://lib.byu.edu/services/family-friendly-study-room/>

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## PROGRAMS

The possibilities, what you need, and additional considerations

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## Financial workshop



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## Financial workshop: topics

- Check writing
- Housing searching
- Loans 101
- The truth about credit cards
- Books and online resources
  - Campaign for Financial Literacy: Online Financial Resources (NYPL) - <http://www.nypl.org/help/getting-oriented/financial-literacy/web-resources>

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## Provide a disclaimer

- For professional advice, they need to go elsewhere
- As always, the library provides resources, not advice

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## Speed dating



Fig. 4 by Michael Crane is licensed under [CC BY 2.0](#)

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## Speed dating: What you need

- Open room
- Food (if allowed)
- Chairs and possibly tables
- Facilitator with a timed agenda
- Timer
- Posted rules
- Sample questions for the people to ask each other – make them book related!

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## Speed dating: safety considerations

- Safety should be paramount
  - Set explicit rules on how and when contact information is shared
  - Try and have two or more moderators
  - If possible, hold the program for at least two hours before the library closes

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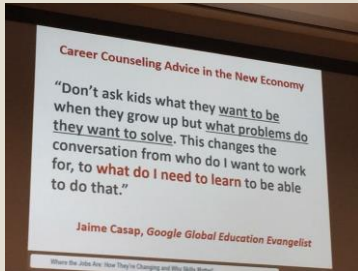
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## Career nights




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## Career nights: what you need

- Marketing to nearby schools (if you are a public library)
- Volunteers from the community
  - Employers
  - Speakers
  - Resume-reviewers
- Career-related books

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## Career nights: additional considerations

- A reminder that this is career *help* – not a guarantee of employment
- Have a list of local and online continuing education resources available
  - Career One Stop - <http://www.careeronestop.org/Toolkit/toolkit.aspx>
  - Gctlearnfree.org: <https://www.gctlearnfree.org/subjects/career/>

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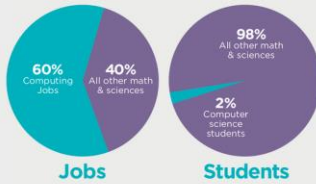
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## Job-focused coding workshops

The job/student gap in computer science



Less than 2.4% of college students graduate with a degree in computer science. And the numbers have dropped since last decade.

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## Coding workshops: What you need

- A volunteer with at least a workable coding knowledge
- Preferably a computer lab – though you can do offline coding tool!
- Online learning system
- Programming handouts/cheat sheets (<https://www.khanacademy.org/coach-res/reference-for-coaches/teaching-computing/a/programming-classroom-handouts>)

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## Book clubs: what you need

- Room conducive to conversation
- Food (if possible)
- Moderator/facilitator

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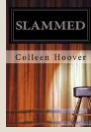
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## 'New adult' books are a genre

° ...But you don't have to be limited by it



<https://www.goodreads.com/shelf/show/new-adult>

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## Go where new adults are



Afternoon Coffee Shop Work Session by [Gavin St. Ours](#) is licensed under [CC BY 2.0](#)

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## Concerts: use with caution



Mellow Yellow Performs in Killington by [Sherburne Memorial Library](#) is in the [Public Domain](#)

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## Final thoughts – new adults are not all the same

Urban



Rural



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Rural route by Nicholas A. Tonelli is licensed under CC BY 2.0

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## Questions?

- Email me!
- [khunt@tsl.texas.gov](mailto:khunt@tsl.texas.gov)

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